Film and Publication Board

AFRICAN MEDIA CONTENT CLASSIFICATION AND ONLINE CHILD PROTECTION CONFERENCE

2015

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ACCRONYMS

ACMA	Australian Communications and Media Authority
AU	African Union
CEO	Chief Executive Officer
CSAM	Child Sexual Abuse Material
ECPAT	End Child Prostitution, child Pornography and trafficking children for sexual purposes
EU-US	European - United states
FBI	Federal Bureau of Investigation
FPB	Film and Publication Board
GSMA	Association of Mobile Operators
PG	Parental Guidance
IARC	International Age Rating Coalition
ICT	Information and Communications Technology
INHOPE	International Association of Internet Hotlines
ISP	Internet Service Provider
MEKU	Media Education and Audiovisual Media Institute
NGO	Non- Governmental Organisations
PEGI	Pan European Game Information
SA ICT	South African Information and Communications Technology
SACF	South African Communicators Forum
SADC	South African Development Community
SAIIAF	South African ICT Industry Association Forum
SAPS	South African Police Services
UK	United Kingdom
UNICEF	United Nations Children's Emergency Fund
WAPA	Wireless Access Providers Association
WASPA	Wireless Application Service Providers Association
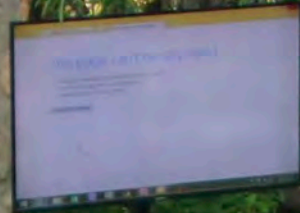
Honourable Faith Muthambi
Minister of Communications

MINISTER'S FOREWORD

The FPB is one of the public entities that report to the Department of Communications, alongside Brand South Africa, Independent Communications Authority of South Africa, Media Development and Diversity Agency, and the South African Broadcasting Corporation.

Its mandate is to regulate entities that fall outside the authority of any self-regulating body, such as the Press Council or Press Ombudsman.

The Constitution of the Republic of South Africa is the supreme law governing all activities by citizens, the Executive, and the public and private sectors. It is in that context that the FPB was established to regulate the creation, possession and distribution of films, games and certain publications. This is done through content classification, public education and consumer advice.

The scourge of pedophilia robs our children of their dignity and damages their future educational, cultural and economic prospects. Former President Nelson Mandela once said: "There can be no keener revelation of a society's soul than the way in which it treats its children." This is a clarion call to all of us, policy-makers, business and civil society as a whole, to take practical steps to ensure that our children are protected against harm.

The preamble to the United Nations Convention on the Rights of the Child states: "Considering that, in accordance with the principles proclaimed in the Charter of the United Nations, recognition of the inherent dignity and of the equal and inalienable rights of all members of the human family is the foundation of freedom, justice and peace in the world". Article 34 of the convention further proclaims that state parties undertake to protect the child from all forms of sexual exploitation and sexual abuse. For these purposes, state parties shall in particular take all appropriate national, bilateral and multilateral measures to prevent the:

(a) inducement or coercion of a child to engage in any unlawful sexual activity;
(b)exploitative use of children in prostitution or other unlawful sexual practices; and
(c) exploitative use of children in pornographic performances and materials.

Therefore, there is a need for all of us to actively participate in efforts that do not only uphold but also implement the letter and spirit of the convention. The FPB, in organising this conference, therefore aims to share perspectives across the region and the world, and foster multilateral dialogue for purposes of developing joint strategies and interventions in this noble cause.

I therefore welcome all of you to our beautiful country and hopefully, this is going to be a dynamic and fruitful conference.

I thank you.

Minister Faith Muthambi

Minister of Communications

Mrs. Thoko Mpumlwana
FPB Council Chairperson

CHAIRPERSON'S FOREWORD

CHAIRPERSON'S 20 YEAR MESSAGE FPB CONFERENCE REPORT 2015

On 30 October 1996, the Films and Publications Act (Act 65 of 1996) was promulgated, thereby giving birth to the Film and Publication Board (FPB), with a mandate to protect children through the classification of relevant content and providing consumer advice. The Act has since undergone numerous amendments, with the most recent comprehensive amendment taking place in 2009. Currently, an Amendment Bill, as passed by Cabinet on 5th August 2015, is before Parliament. Over the years the Film and Publication Board has evolved to adapt to the changing landscape relating to the regulation of films, games and certain publications, as envisaged by the Act. Most notably, the internet has revolutionised the manner and form in which content is produced, distributed and consumed. With the advent of live streaming of movies and digital games, more content has moved online, which has placed a great demand on the FPB to also change its methods of regulation.

In 2012, the FPB undertook a very rigorous review of its classification guidelines in order to align them to societal norms and standards. This was followed by the promulgation of revised Regulations in 2014. The FPB continues to conduct research to inform its approach, benchmark against best practices and devise appropriate interventions where necessary. Council has also approved an Online Regulation Policy, which has been taken through extensive public consultation processes. The primary aim of the Policy is to strengthen the regulation of content and heighten efforts to protect children against unscrupulous predators who prowl the internet in search of under-age victims. The year 2016 marks the 20th anniversary of the existence of the FPB, and it is against this background that I am proud to be associated with such an important entity. It is also with a sense of great pride that I observe the fact that the FPB has had some of the most stable governance structures. In particular, the relationship between the Council and the Appeal Tribunal has been a great one, premised on the respect for the Constitution, the rule of law and separation of powers between the two structures.

The year 2016 also heralds the 40th anniversary of the June 16 uprisings, which provided a voice to the oppressed majority of our people, as lead by the brave young men and women who took a stance against one of the most repressive systems of governance - apartheid.

It was due to its evil nature that 10 years earlier, on 16 December 1966, the United Nations had labelled apartheid a "crime against humanity". We therefore owe a huge debt of gratitude to the June 16 generation of gallant fighters. Theirs was a huge sacrifice, resulting in some amongst that cohort paying the ultimate price.

Therefore, as we celebrate the FPB's 20th anniversary, we look back with pride and a lot of humility at some of the remarkable achievements of this young organisation. In a short space of time, we have managed to touch the hearts and minds of a lot of South Africans, who now understand that we cannot go it alone. We are also proud of the partnerships we have been able to forge, which include educators, parents, learners, industry and communities, both locally and abroad. We have also embarked on a journey to establish partnerships with sister organisations within the SADC Region, which culminated in the inaugural Classification and Online Protection Conference, under the theme "Cybersafety, Child Protection and Classification: An African Perspective", held in Johannesburg on 12 to 14 October 2015.

Amongst the key community based initiatives, are our annual Back-to-School and Cybersafety campaigns. Over the years we have hosted a number of outreach, public education and awareness events, and have also partnered with the Ministry of Communications through its Imbizo campaigns, which have helped take our message of child protection across the length and breadth of our country. I would therefore like to end by thanking the men and women who work very hard to make the FPB what it is, the unsung heroes and heroines of child protection. I also thank the Ministry, Portfolio Committee on Communications and industry for having walked this journey with us.

I wish the FPB a happy Golden Jubilee. Here's to many more years of informed choices and safe use of the internet. To the movie producers and developers of applications, I urge you to always keep in mind that children are fragile and learn through mimicking what they observe from others, especially adults. Please keep walking and working with us into the coming decades.

Halala FPB Halala, mpilonde!

Mrs Thoko Mpumlwana - Council Chairperson

Film and Publication Board

INTRODUCTION

The Film and Publications Board (FPB) held a classification and online child protection conference at Misty Hills Conference Centre, Johannesburg on 12 – 14 October 2015. The conference was attended by representatives of Government Departments, Internet Service Providers (ISPs), Child Protection groups, Non-governmental Organisations (NGO's), South African Police Services (SAPS), online global giants Google and Facebook, as well as media and community organisations were also represented.

The conference was a forum for in-depth discussions and sharing of experiences on "cyber safety, child protection and content classification: An African Perspective." The three-day conference included three plenary and seven break away sessions and featured inputs from 42 presenters who came from a number of countries across the globe. Participants deliberated on the approaches to cyber safety, child protection, and content classification that can benefit the South African Development Community (SADC) and the global community at large. The conference culminated in recommendations and a way forward by the various delegates in attendance.

CONTEXT

The Films and Publications Board is a content regulatory body established through the Film and Publications Act (FP Act hereon) of 1996, as promulgated by parliament (Republic of South Africa, 1996). The main purpose of the FPB is to regulate media content to ensure that illegal content is prevented from circulation in the South African market, as well as ensuring that content deemed to be harmful is allocated the necessary age classification, with adult content regulated for distribution in designated areas (Republic of South Africa, 1996). The FP Act of 1996 clearly stipulates what is deemed to be illegal content within the borders of South Africa. This includes child pornography, hate speech, and speech aimed at inciting violence. The prohibitions are in line with the limitations to freedom of speech as contained in Section 16 of the South African Constitution.

The provisions of the FP Act are in direct contrast to the role the institutions used to play in the pre-democracy era. The organisation finds its genesis in the apartheid era censorship board where it used to censor content that the apartheid government deemed to contravene the policies of the time. This meant works of many anti-apartheid activists were banned from distribution as and when an individual found them to be offensive to the apartheid regime. The censorship board characterised harmful content in accordance with the apartheid regime policies and what the white minority would deem offensive, as opposed to determining what could be deemed as harmful for all South Africans. The use of censorship board by the apartheid era has continued to haunt the work of the FPB post democracy. The label of 'Censor' continues to be used to label the institution despite the transparent tools it has adopted in post democracy regulatory role. The FPB regulates content through registration of prescribed media content distributing companies, as well as classifying movies and games prior to release to the public.

The FP act stipulates that movie classifications need to be guided by the Classification Guidelines that are reflective of South African values and norms (Republic of South Africa, 1996). As difficult as it may be to determine whether South Africa has a singular value system, legislation stipulates that the classification of content cannot be informed by subjective perspective, but by publicly consulted guidelines that outline the type of content deemed to be harmful and at times, offensive. Formulation of the FP guidelines is a consultative process that seeks to involve South Africans from all walks of life. This serves to limit contestation to the age ratings allocated.

Why the need to regulate and classify content – dissecting censorship label

There is often a question posed as to whether there is truly a need for institutions such as the FPB in post-democracy South Africa. The question can be coined differently to probe whether content regulation is required in a Constitutional democracy where Freedom of Expression is a fundamental right for all citizens.

Is the role of the FPB that of content classification therefore, not another version of censorship?. (McCormick & MacInnes 2009). McCormick and MacInnes state that the etymology of the word censor is derived from the Latin word "*censere*" meaning 'to assess or estimate' which is also a derivative of a Greek verb, 'to estimate'(xi).

> **The main purpose of the FPB is to regulate media content to ensure that illegal content is prevented from circulation in the South African market.**

This means the act of censorship contains elements of discretionary power for those who have the duty to assess what information is to be distributed. McCormick and MacInnes aptly point out that the act of censorship is as old as tribal societies and has strong links to the concept of authority (McCormick & Innes, 2009;xii). Censorship however did not become a problem until the Renaissance era, with the introduction of technology, which allowed for dissemination of information through newspapers as in tribal societies. Individuals had little liberties and were whole subjected to tribal authority in their private life, education and religion (McCormick & MacInnes, 2009, xii). Over time, censorship has become an undesirable act and term. Some governments have gone as far as restricting access to material and information deemed as undesirable by some nations of the world. Two schools of thought have emerged on the issue of censorship. The one segment believes that limitation of access to any material on any grounds is censorship. The other segment believes that certain materials, particularly pornography, should not be distributed or should be available in secluded areas where only adults can access the content. Limitation of access is usually fore-grounded on specific value systems of a particular country's citizens, as opposed to political preferences. The lines can however be blurry and need strong legislative tools to ensure that individual political liberties are not curtailed. Analysis of the legal framework in the SADC region indicates that with the exception of South Africa, these legislative instruments continue to be a problem for some of the countries in the region.

Illegal vs Harmful Content

a.   Illegal Content

There is an important distinction that needs to be drawn between illegal and harmful content as these are often used Interchangeably, without acknowledging the differences. Illegal content is one which is deemed unlawful to possess, produce or distribute by legislation, whereas harmful content falls short of being illegal, but requires regulatory intervention to prevent its widespread dissemination. In South Africa, section 16 of the Constitution provides for freedom of speech and expression with limitations in as far as propaganda for war, incitement of violence as well as hate speech (The Constitution of The Republic of South Africa, 1996; 16).

The Film and Publications Act further criminalises the creation and distribution of child pornography within the borders of South Africa (1996). These limitations are often universally accepted limitations and the advent of new media platforms has created ample opportunities for governments to harmonise laws and interventions. The internet has increased accessibility for users as well as content creators and institutions similar to FPB have had to adopt innovative and ICT savvy interventions (SA Law Review Commission, 2015).

Child pornography creation and distribution is one element that is central to the mandate of the FPB, as the founding legislation criminalises its creation, possession and distribution with the ultimate aim of protecting children. A central message in the global condemnation of child pornography is the acceptance that in the creation of the material, a child is being abused and the abuse is perpetuated every time that image is circulated.

Child pornography is therefore distinct form pornography as it is the portrayal of child abuse in a video and more recently, digital format (Law Review Commission; 2015)

A stance taken by governments, including the South African government is that content that is illegal offline is illegal online. However due to the form and nature of online content distribution, institutions need to have technologically savvy mechanisms that can block the dissemination of such content.

The European Union (EU) as well as the United States (US), have mechanisms of removing content which is considered to be illegal. The content is traced through the use of sophisticated algorithms, filtering illegal content from public viewing (Akdeniz, 2010). Critics have labelled these efforts as being against the principles of freedom of expression as at times, web pages that are not meant to be blocked suffer this fate. Such instances have however been appropriately dealt with as appeals are lodged and material that is erroneously removed is replaced once it is deemed to not be illegal (Akdeniz, 2010).

b.   Harmful Content

As already alluded to in the section above, harmful content falls short of being illegal and an important distinction with harmful content is that unlike other universally accepted illegal content, governance of harmful content varies from one jurisdiction to another (Akdenis, 2010, 261). This can largely be attributed to the fact that what is deemed harmful may vary from one community to another because it is largely informed by varying political, moral, cultural, historical and cultural value systems (Akdenis, 2010). In South Africa for instance, pornography is deemed to be harmful and distribution thereof is restricted to certain demarcated adult retail outlets (The Constitution of The Republic of South Africa, 1996).

The formulation of the FPB Classification guidelines entails qualitative and quantitative research as well as extensive public consultation to ensure that South Africans are in broad agreement with them. It can therefore be argued that the FPB Classification guidelines are a description of the South African value system in as far as the type of content South Africans want themselves and their children to be exposed to.

The FPB Classification guidelines provide an outline of the parameters beyond the legislated parameters of what is considered to be illegal content. Classifiers of the FPB make use of these guidelines to categorise material according to the appropriate age groups, with the warnings serving as information for sensitive viewers. Classifiers within the FPB express thier decisions through classification symbols which are communicated to members of the general public. Members of the public and distributors are often urged to abide by the classification decisions of the FPB due to the impact that inappropriate material can have on children, as well as sensitive viewers.

Why the focus on children: What is the impact of media material on children?

This report has, on several occassions mentioned the need to protect children from exposure to content as well as their abuse in the creation of that content, particularly child pornography.

This section of the paper will provide an analysis on the effect that abuse of children through the media and ICT can have on children. According to the United Nations Office of Drugs and Crime (UNODC, 2014), children can be abused in the media and over the internet through exposure to content that they are unable to deal with, as well as harm from contact where they are actively used in the creation of the content (UNODC, 2014; 15). This paper will not focus on the 'harm from contact' element of the abuse as the rights of children are expressed in the United Nations charter on the rights of the child, and locally the rights of children and their protection from abusive is a universally accepted right. It becomes more complicated when analysing harm that can occur through exposure to content. It is often questioned whether there is a causal link between exposure to movie material and behaviour. It seems adults are easily convinced that exposure of children to graphic content such as pornography is harmful to them, yet are a bit more reluctant to admit the same when it comes to other content such as strong language and violence.

In a study recently commissioned by FPB through UNISA's Bureau for Market Research, it was found that children spend a great deal of their time consuming media content, either through broadcast television, cinemas, DVDs as well as online content (UNISA, 2015). Through this study, it was found that a predominant number of the parents surveyed do not necessarily monitor or advise the children on the content they consume, particularly content consumed within the home environment.

With children spending most of their time consuming media, it has been found that there is a positive relationship between exposure to violent content as well as the increasing aggressive nature of children in society (UNISA, 2015). In a focus group conducted with children bewtween the ages of 7 and 17 years, it was found that, content with sexual scenes, violence and horror had an observable impact on them (UNISA, 2015). It was however noted that South African children have become desensitised to violence and bad language and this can be attributed to the violent nature the South African society has adopted over the years. (UNISA, 2015).

According Villani, excessive exposure of inappropriate content to a child skews the child's worldview, increases high-risk behaviours, and alters his/her capacity for successful, sustained human relationships (Villani, 2001). It could therefore be argued that in order for societies to reduce the levels of risky behaviour amongst their youth, there is a need for transparent media content classification and governance, amongst other interventions.

Such content classification cannot be implemented successfully without great co-operation from parents, as they are the ones who purchase the material and the gadgets through which the material is accessed, and have supervisory roles over their children. Institutions such as FPB can regulate the industry that provides the material in the market through ensuring that they sell only to those permissible to view certain material, but once the material is in the home its utility ceases to be the responsibility and concern of the regulator as well as that of the distributor.

Online Content Distribution – What are the current market realities?

Thus far, this paper has outlined the importance of content regulation and the types of content that regulators such as the FPB seek to address, and lastly, demonstrated why it is important to regulate media content. The reason why this analysis was conducted prior to looking at the market landscape of online content distribution is because media content has the same cause and effect, no matter the platform of distribution.

The internet has however brought a different perspective in terms of the frequency and volumes of content that reaches the consumer. The number of internet users in South Africa has increased and it is anticipated to increase even higher, due to the decline in the cost of data (Pricewaterhouse Coopers, 2013).

The increased connectivity provides an expanded opportunity for distribution of content as well as social media interaction on online platforms. This paper will analyse two forms of content distribution that have a direct impact on the mandate of the FPB, and thus requiring adequate strategic interventions to be formulated. These include streaming of videos and movies online, as well as user generated content distributed on online platforms, largely social media.

Video on demand services

The Price Waterhouse Coopers (PWC) Media Outlook report highlights that television, as a medium of distributing professional videos and films is increasingly becoming obsolete as more people opt for streaming services for their content (PWC, 2013). This means consumers are able to control the type of content entering their homes.

Research commissioned by the FPB in 2012 however indicates that the growth of video streaming services in South Africa is not as high as it ought to be, primarily due to the cost of streaming as broadband prices in South Africa continue to be exorbitant (FPB, 2012).

As represented in the bar chart below, many of the respondents to the FPB survey, accessed material from free to air television as opposed to streaming it from the internet. The decline in cost of connectivity has however led to entry of new players into the digital pay per view streaming services.
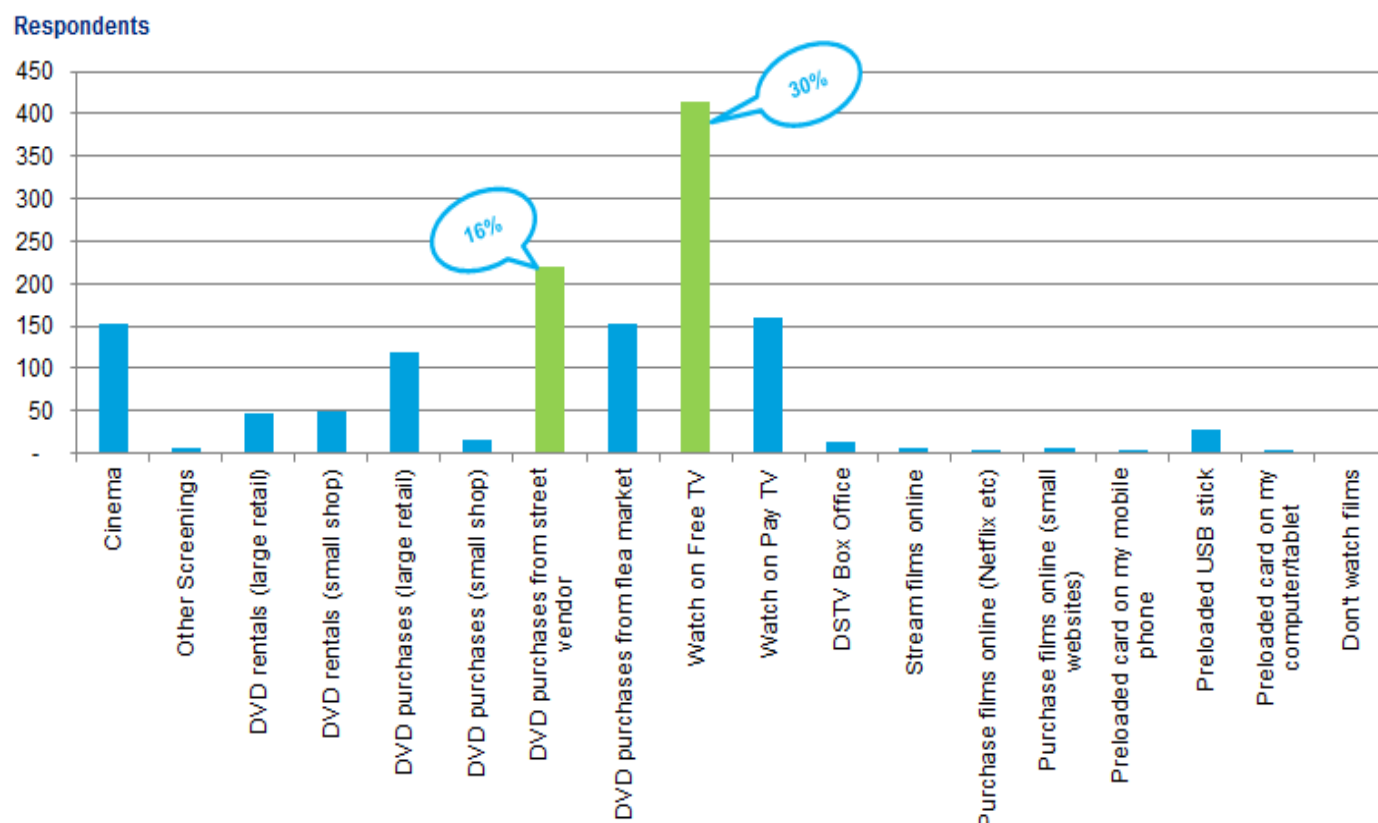
Source: FPB: Market research on prevalence of online content distribution in South Africa, 2012

A major challenge with video on demand services is how best regulators such as FPB can ensure that content provided by these service providers is adequately classified and labelled when entering the market. The importance of classification has already been emphasised in this paper and will not be be laboured further in this section. It would however be important to highlight that most content distributed by these service providers already provides age ratings, usually allocated in the country of origin of the material which in most instances is the USA.

As already demonstrated, what can be deemed harmful content for a particular audience may differ may not deemed as harmful content in another country. So categorisation of harmful content differs from jurisdiction to jurisdiction, which is mainly informed by that particular country's value system.

Social Media

The ability of an ordinary user to create content for consumption by the mass market through social media distribution platforms has created a unique challenge for content regulators like the FPB. According to (Solkepli and Kamarulzaman, 2015) social media is defined as 'a group of internet based applications built on technological bases that allow for the creation and distribution of user generated content'

For the FPB, this segment of online content distribution has thus far proven to be the most challenging as it is difficult to monitor the content individuals create and upload on the social networking sites. According to research conducted by Indra de Lanorre of the Wits Link centre, three out of four connected internet users have one or more social networking accounts (de Lanorre, 2012).

It is further estimated that users of social networking sites access the internet daily (de Lanorre, 2012:19). It is the value proposition provided by the ability to transmit user generated content that has proven to be one of the greatest challenges of these sites.

Without negating the importance of this platform, the transformation of passive users to active users places a great risk for entry of harmful content into cyberspace. Institutions such as the FPB, which are meant to curb harmful content, need to find mechanisms to prevent this without impeding on the freedoms ofa individuals to express themselves.

A question that needs to be answered is, whose responsibility is it to regulate this space?. Is it the responsibility of the user posting the material, the internet service provider transmitting the information or the platform owner placing the content on their platform?

The three day conference attempted to respond to these issues and many other challenges and advantages that are encountered in media content regulation. The remainder of this report will provide a high level synopsis of the discussions held at the conference.

Sir John Carr OBE
Senior Expert Adviser
to The UN

CONFERENCE OBJECTIVES

The conference was intended to promote an open exchange of knowledge on the issues of cyber safety, child protection and content classification. The conference's main objective was to facilitate engagements with the Southern African Development Community (SADC) on the development of a harmonized strategy on content classification with a view to encourage dialogue towards forming regulatory partnerships with similar bodies within the African Union and in particular SADC and also to forge international partnerships for effective cross-border regulation.

Furthermore, the conference was also a way to identify international best practices and child protection protocols. Lastly the conference also introduced to the SADC region, the work and partnership between FPB and the International Association of Internet Hotlines (INHOPE). INHOPE's partnership with the FPB would ensure that it extends its footprint within the SADC region.

Thematic areas

Cyber Safety
- Create an awareness on Cyber safety education
- Expand online cyber safety initiatives within SADC

Child Protection
- Expand online child protection and cyber safety initiatives within SADC
- To prevent the use of children in child pornography by ensuring a common approach and understanding on child protection in the SADC region.
- Position the SADC region to effectively protect children against exposure to inappropriate content;

Content classification
- To facilitate a common content classification system within the SADC region

Cyber Safety

Online Child Protection

Content Classification
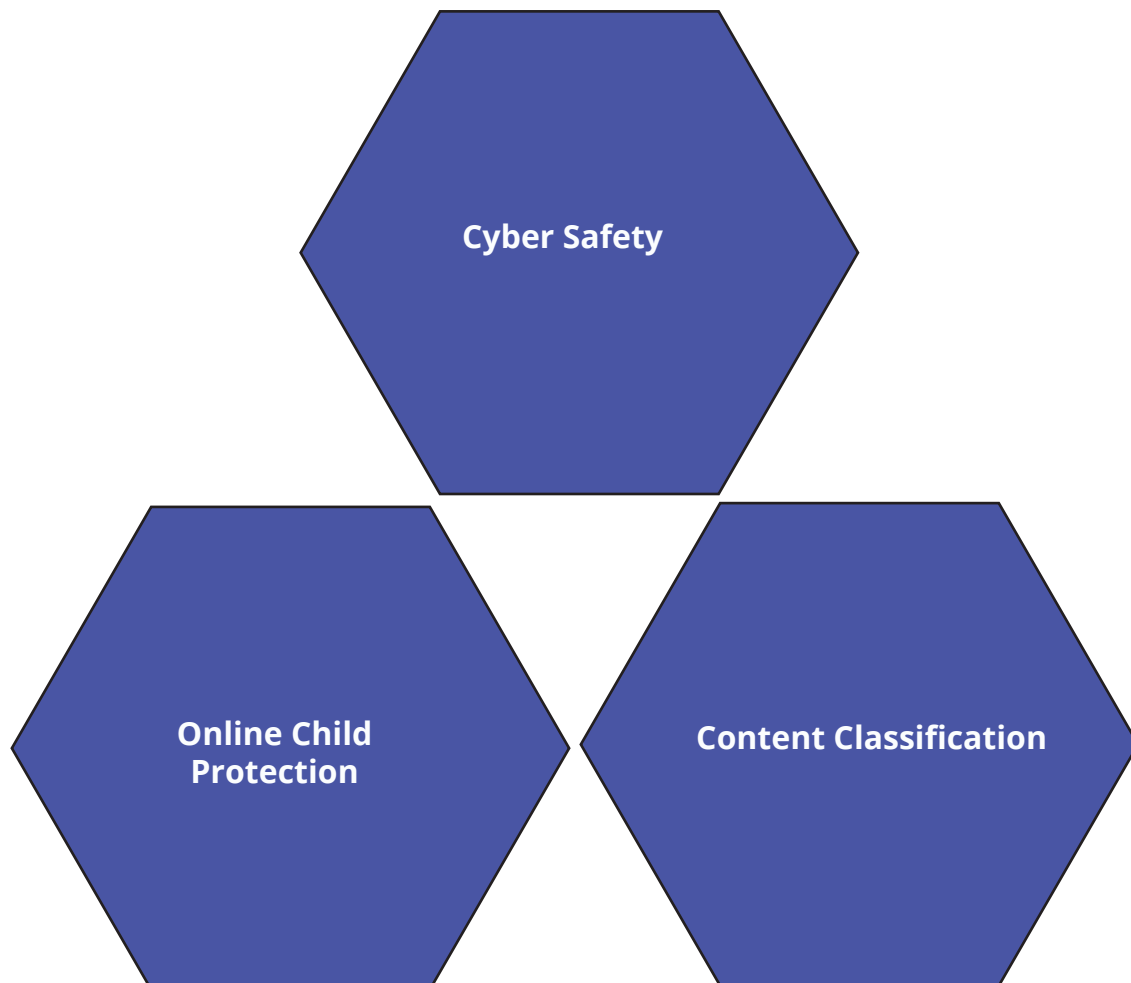
DAY 1

Global Response to Online Child Abuse: John Carr

OPENING PLENARY

Mrs T. Mpumlwana, FPB Council Chairperson,

In her opening remarks, welcomed all delegates to the conference. She encouraged delegates to actively participate in the conference deliberations so that the end results would yield a sense of purpose and commitment.

She further expressed a need for collaboration across all sectors and countries in the quest to protect children and other vulnerable members of the global community.

The Council chairperson highlighted that recent studies have shown that over 10 million young people in South Africa alone, now have access to the internet, either through personal computers or mobile devices such as smartphones and tablets. The rapid increase in bandwidth, which has resulted in increased accessibility to the Internet adds to the vulnerability of children and their exposure to questionable characters on various online platforms. She stated that in response, the FPB has intensified its cyber-safety and public aeducation campaigns, in conjunction with educators and community-based organizations. She then called on all stakeholders to urgently respond to these challenges through a better coordination of efforts, alignment of strategies and pooling of resources.

The Minister of Communications Hon. Faith Muthambi was the Guest of Honour and presented the opening address. The conference was characterized by robust debate and insights on cyber safety, online child protection and content classification from an African perspective.

In her opening address, the Minister emphasized that the conference couldn't have come at a better time for South Africa. This is due to the fact that the country was involved in various programs and legislative processes aimed at protecting children from all forms of abuse, be it sexual, physical or emotional.

She dispelled the notion that FPB had still not transformed from its apartheid era role of censorship or curtailing free access to information. Hon. Muthambi added that though the state takes the lead to protecting the nation, and it must always ensure that it follows the Constitution and democratic provisions of encouraging exhaustive public input and participation in all pieces of legislation, interventions and processes. She added that the FPB has taken a similar route in terms of Bills and interventions that it is sponsoring in order to fulfil its mandate. She added that on the eve of the FPB's 20th Anniversary, the entity had covered a lot of ground in terms of aligning its objectives and mandate with the constitutional democratic state that is South Africa.

Hon. Muthambi said there was no denying that South Africa, Africa and the world at large faced the real challenge of proliferation of harmful material targeted at children. Whilst acknowledging that the Internet held more good than bad in terms of political discourse, economic growth and social advancement, there were elements that used it to achieve their own nefarious ends.

She noted that whilst a lot has been achieved in South Africa in terms of protecting children from cyber-crime, particularly that which is perpetrated against children, the rest of the continent had a lot of ground to cover on these issues. The Hon. Muthambi emphasized that South Africa could not go alone in the fight to protect children from all forms of abuse perpetrated via the Internet, and in the spirit of regional integration, called on all African countries to take up the cudgels and join forces in fighting the scourge.

She also called on parents to play an active role by ensuring that they are abreast with the content that is accessed by their children from the internet and the social media platforms. Hon. Muthambi added that parents and guardians should also be equipped with appropriate tools to understand and use the internet through digital literacy and access.

Chief Executive Officer (CEO) of the FPB Mr Themba P. Wakashe echoed the minister's message and outlined the objectives of the conference. In his speech he indicated that there was a need to have a synergized classification system that covers all platforms. The CEO concluded his speech by inviting all the delegates to engage robustly on the issues throughout the three days, to share knowledge, expertise and experiences to assist FPB and the world to find a lasting solution to the problems brought by online content distribution.

FPB CEO Mr Themba Wakashe, Chaiperson of FPB Council Ms Thoko Mpumlwana, Minister of Communications Honourable Faith Muthambi, Key Note Speaker John Carr OBE

KEY NOTE ADDRESS

The keynote address of the conference was delivered by Mr John Carr, OBE. The address was title "Global Responses to Online Child Abuse Images and the contribution of the Internet to the commission of crime".

Mr Carr started his presentation by highlighting the fact that the internet has revolutionized communication for both the young and the old.

"The bad news is – and here in South Africa, following the recent spate of arrests, the growth in the exchange of child abuse images on the internet has been truly gigantic."

Mr Carr argued that *"In many countries this growth is overwhelming the capabilities of law enforcement and the courts, prisons and probation systems. Even in advanced economies, where law enforcers have put a great deal of resources into this area, only the tiniest fraction of offenders are being or could be apprehended and dealt with in the conventional way - ultimately by an officer of the law knocking on a door, arresting someone and bringing them to court."*

Challenges brought by the internet

Mr Carr indicated that *"the worrying factor is in the rise of internet usage in Africa. South Africa is slowly catching up to global standards, of increased bandwidth and improved connectivity. However, South Africa and the rest of Africa do not have the same social, educational and law enforcement infrastructure to face the challenge or at least ameliorate the impact. This means, the outcomes could be disproportionately a great deal worse. There is no doubt that in Africa, as elsewhere in the world, the future is mobile. We are all going to be walking around with powerful computers attached to powerful cameras in our pockets, in our school bags and satchels. The ones we already have, and many kids already have, are pretty snazzy but they are as nothing compared to what we already know will be here within the immediately foreseeable future."*

Mr Carr indicated that only recently, Facebook had announced that in 2016 it intends to launch a satellite into space specifically to beam internet connectivity to parts of the world where currently there is little or no coverage. Africa was specifically mentioned, and it is known that Google has also been experimenting with the aerial delivery of the internet to cover the vast empty spaces where it would otherwise be uneconomic to lay cables or even to install mobile telephone masts. So the future may be unevenly distributed but it won't be long. Sticking with the theme of uneven distribution; Mr Carr pointed out that there is a significant and growing number of studies showing patterns of behaviour in a range of countries around the world.

On all five continents, internet usage has grown and internet connectivity speeds have improved within the countries although there are slight differences, which are mainly attirbuted to local history, culture and laws. What he found striking is not the differences but the similarities, kids are pretty much the same the world over – the great majority of kids have not all taken to technology like ducks take to water – they have the same innocence and trusting nature.

In every culture and community there are those who will exploit and abuse that innocence and that trust. We have yet to stumble upon one country that is wholly free of the same challenges that have faced, and continue to face the United Kingdom (UK). The UK is used as an example of the scale and nature of the challenges posed by child abuse images on the internet.

As part of reflection of the history behind the internet; in 1982 in the United States – the Federal Bueau of Investigations (FBI) gave evidence to a Congressional hearing and in it they reported that they were considering removing child pornography from the list of serious crimes that they had to deal with.

They said, something like, "*the problem has all but been eradicated*". In Britain during the mid-1990s, a distinguished child protection expert – Sir William Utting – described the production of child pornography as being a "cottage industry", that is to say it was small and highly localised. If you wanted child pornography you had to already know someone who had some, or else go to a great deal of trouble and take a great many risks in order to find any. The arrival of the internet changed that position dramatically. Mr Carr indicated that he regards 1995 as being the internet's "Year 0". The worldwide web had been invented a few years earlier, and the first web browsers; Mosaic and Netscape, started to become available to the public. At the same time the cost of computer hardware was falling dramatically. The cost of telecoms likewise was coming down and connection speeds started to improve. "Ordinary people" were starting to go online.

Mr Carr indicated that during the 90's the internet was no longer the preserve of academics and a few far thinking big businesses. The world, South Africa and the rest of Africa were also starting to see the emergence of inexpensive digital cameras which would allow even relatively inexperienced photographers to take high quality images and, crucially, these images would already be in digital form. There was no need for intermediaries to develop anything and they could go straight on to the internet. He noted that maybe the decisive thing that happened in 1995 was when Microsoft developed its own web browser, Internet Explorer – and started giving it away for free. 1995 started to see the graphs showing usage rate begin to show vertical climb towards the sort of position we have today in a great many countries.

"In 1995 INTERPOL knew of the existence of only 5,000 unique child pornographic images. The British police say they knew of 7,000 images in 1995. Either way, as we shall see, the number was miniscule in comparison with today's volumes. In these " pre-Internet" days a typical arrest for child pornography offences would involve someone being found in possession of a handful of images. A few hundred would be unusual, several thousand would be almost unheard of. Today it is not uncommon for an individual to be found in possession of millions. A man who lived in Cambridge in England was arrested a few years ago with over 5 million images in his possession. The overwhelming majority of these images are repeats or copies, but the point to grasp is the difference in scale which confronts us today. This has very important consequences for law enforcement and therefore for the rest of us, for society as a whole.
A number of Hotlines around the world have looked, and in a global medium such as the internet they have all found broadly similar things. The British Internet Watch Foundation when they analysed the statistics of the images that had been reported to them found that:

- 80% of the images reported involved prepubescent children (that is children aged 10 or below)
- 4% of the images involved babies who appeared to be less than 2 years old"

Mr Carr emphasised that in essence, when we discuss child abuse images we are not discussing images that might be on the margin of legality. "*Overwhelmingly what we are discussing are images of essentially violent abuse of very young people. Again we have no reason to suppose any one country is radically different from another so when we look at one country – certainly within the developed world – what we see is very likely to be indicative of what we would find if we looked at most other countries with similar or approximate levels of broadband based internet usage".* Mr Carr referred back to the UK, where they issued freedom of Information requests to the police service. "*They asked how many images the police had seized in the arrests they had made between March 2010 and April 2012. Five forces responded, and between them these forces contained just over 4 million people, which was about 7.25% of the total population of the UK. They had seized 25 million images. If you extrapolated that to the entire population of England and Wales – not the whole of the UK - that implies that over 300 million child abuse images were being circulated or possessed within the country. And some people think the calculation I made UNDERSTATES the real numbers – you can never be completely sure when you are trying to estimate levels of criminal behaviour. Whether it does, or not, that number is still a very long way from the 5,000 pictures that INTERPOL knew about in 1995. Again let's not forget that here we are looking at only one country. We could do a calculation about the likely numbers circulating globally but I am sure you get the general idea".*

Mr Carr highlighted that the UK police carried out a major surveillance exercise in respect of Peer-to-Peer networks. "*Using a database of already known illegal images, they sat on the network and counted the number of IP addresses that were engaged in swapping any of those images. Some might have only exchanged one of the images once, others might have been involved in exchanging much larger volumes. The point of the exercise was to estimate how many individuals were involved. The exercise revealed that between 50 and 60,000 people were involved. The scale of arrests made by the police in the UK on an annual basis for offences related to the possession, making or distribution of child abuse images, the highest number of arrests and cautions combined - in a single year – was 1,731.*

That was in 2003. This led Keith Bristow – the Head of the United Kingdom (UK)'s National Crime Agency – to acknowledge that they "cannot arrest their way out of this problem" which is another way of saying "we cannot arrest all of these people that we know about or could find out about. It would completely overwhelm our criminal justice system, to say nothing of the prison system and probation services. And let's not forget that whilst it is true that not every person who gets involved with child abuse images will necessarily go on to commit hands on offences themselves against children – a significant proportion will. And without knowing more about each of the individuals every one of them has to be regarded as a potential child abuser. Most definitely they are abusers by proxy anyway".

Mr Carr indicated that there is no single known police force anywhere in the world that claims to be in a different or better position than the British police. "*The Federal Bureau of Investigation (FBI) and other police agencies in the United States of America (USA) say it. The Canadians and Japanese say it, the Australians and Germans say it. To curtail or reduce substantially the traffic in child abuse images on the internet, it is not going to be through conventional or traditional forms of police action. It is going to be through improved technical approaches and happily I think, these are already in sight and this is some of the good news mentioned before. It is a duty of care of the child that compels all of us to remind ourselves as to why these images matter".*

"Whatever the story is that explains how an image of a child being sexually abused came to be available on the internet it cannot be a good one. The child needs to be found, removed from further danger and helped to recover from the damage and trauma caused by the abuse."

"There is also the issue of the child's right to dignity and privacy. Just as a child cannot consent to being sexually abused in the first place, neither can they consent to an image of that abuse being made public. The longer it continues to circulate the more the child continues to be at risk."

"Someone might see the image, recognise the child and use it as leverage to get the child to engage in further harmful sexual activity."

The Importance of global networks and partnerships

The work of Hotlines such as that run by the Film and Publications Board is so important as the network assists in improving the speed with which images are identified and removed from circulation on the internet. There is a secondary need of helping the child obtain some kind of closure in relation to the abuse they suffered. Victims find some comfort in knowing that every effort is being made to do just that - remove every copy available.

For as long as the images remain visible on the internet, they can encourage or attract new paedophilic interest or sustain existing paedophilic behaviour. There is the equally important issue of identifying the perpetrators. Not only the people involved in downloading or exchanging the images, but also the people involved in the initial acts of sexual abuse.

Even if the police cannot get them all, they can certainly still get the worst offenders and maintain a database of intelligence that may help others. Overwhelmingly, the original abusers and the people responsible for the initial publication of the images will be within the child's existing family or social circle, but there are also criminal gangs at work – and here there is a likely crossover with trafficking.

A very worrying new trend has been in relation to live sexual abuse performed via webcam, typically paid for by people in a richer country and directed at some of the poorest parts of the world. The most famous case was in the Philippines, but there is a fear that it is spreading, and here the availability of fast broadband speeds can be the decisive factor.

Finding solutions

There are two important strands to this:

INITIATIVES TAKEN BY GOVERNMENTS

There have been two key developments in this area. 2012 saw the formation of the EU-US global alliance, it has since met twice – once in Brussels and once in Washington – with on-going liaison work of various kinds in between, only two African countries have signed up for this: Ghana and Nigeria.

In December 2015, the British Government launched an initiative called "We Protect" and it established a Global Fund with an initial donation of £50 million which is being administered by UNICEF. Forty-eight (48) countries in total signed up to this but it included only three from Africa: Ghana, Rwanda and Uganda. We Protect and the EU-US Global Alliance will merge. The next big event is in November 2016 in the UAE and it would be great if South Africa was represented. They have definitely been invited.

"Governments around the world are getting more and more exercised by the problem – in part as a result of domestic political pressures and linked to that"

TECHNICAL MEASURES

Industry has developed tools that assist in the investigation, these include:

"The world's major high tech companies are beginning to respond and are coming up with new approaches which work at a technical level."

- Hashes
- Photo DNA
- Video Id

Pedophile detection tools – Facebook is an example
Changing search engines
Help/warning messages to stop the new guys

John Carr's presentation highlighted the challenges faced by the global community as a result of the internet. His presentation made reference largely to the United Kingdom's (UK) experiences drawing parallels to challenges faced by South Africa and the rest of the African continent. The presentation highlighted the importance of having a regional dialogue on such issues and learning from experiences of established countries like the UK. Finding a solution suited to the region needs to be a concerted effort, which is one of the objectives of the conference.

The FPB would benefit from interaction with the global network forums such as UNICEF, as they will provide the region with insight on how to ensure the eradication of child sexual exploitation online on a regional scale. More intense initiatives between countries, the important roles that partnerships between the police, industry (ISP's), social media, and mobile content producers can play in assisting governments and regulators to eradicate child online sexual exploitation.

Catherine Mbengue
ECPAT International
Coordinator for Africa

PRESENTATION

INHOPE Foundation - Possibilities for Africa

The FPB has established international links with INHOPE, which plays a major role in assisting the global hotline community to share information and thus speed up the removal of websites that distribute these child sexual abuse images. Industry should play a much more major role in assisting the government to develop tools aimed at the protection of children from sexual predators online. The FPB has already started implementing cyber safety programmes in schools in partnership with industry players. These initiatives need to go further to include adult digital literacy programmes that would empower parents and care givers to be techno-savvy so that they can be active online and thus get to know what their children get involved in.

Samantha Woolfe, manager of the INHOPE (International Association of Internet Hotlines) Global partnerships and Development; made a presentation on "Possibilities for Africa: INHOPE foundation". The presentation focused on the primary objectives of the global network of internet Hotlines under the umbrella body of INHOPE. The Association, through its global network and international footprint, facilitates and ensures the removal of child sexual abuse images (CSAM) from the internet. The association created the INHOPE Foundation as an initiative to offer support for the development of national Hotlines in countries where resources are limited. The foundation is also meant to assist the Association to expand its membership globally.

The foundation offers expert knowledge for the development of a hotline website; as well as assisting in getting the relevant software and hardware. She indicated that the foundation has identified countries within the African continent, and encouraged the SADC countries present to take the opportunity offered by the foundation, in the interest of a safer internet and online child protection.

Impact of Media on Children

Dr Antoinette Basson presented important findings of a research study which was commissioned by the FPB to the University of South Africa. Titled; "Impact of Media on Children" the study found that the majority of children in South Africa between the ages 7-17 years, were overly exposed to inappropriate content as they watch television at will without proper guidance from parents or adults. It found that 1 in 3 of those surveyed, were de-sensitized to the effects of violence, bad language and blasphemy.

They were more impacted by content with explicit sexual content and horror. They were no longer moved by scenes of violence, gun use or gender based abuse and bad language. *'For them it was all in a day's work'.* Dr Basson said a majority of the children watched content based on the genre and not appropriateness for their age or with parental involvement. Her report elicited much debate among participants as many feared that many children were consuming media with little and often no parental guidance or involvement.

Participants felt that this could have negative consequences on society as the perpetration of crime, physical and sexual abuse and violence becomes normalised. Participants suggested that parents should not ignore the PG warnings that the FPB places on content and the age restrictions. Dr Basson added that whilst there was some measure of control in cinemas and the fact that children were often accompanied by parents, there were still some challenges. There were some parents who insisted to ignore age ratings in order to please their children by letting them watch whatever film the children love.

The setting, that is the environment where the film is being viewed, was a big factor when it comes to the impact of media content. An example is when a child is watching a film at home in the company of parents, siblings or friends. In such a scenario the impact seemed lower and because a trusted adult could always tell the children to skip the scenes that made them uncomfortable, children reported the impact to be less.

In the case of a cinema, however, the impact seemed to be greater, enhanced by ambient issues such as the cold temperature in the cinema, the dark lighting and sound effects. This is further exacerbated by the fact that the child might be alone without the company of a parent or trusted adult. Many children often suffered in silence as the go through this experience inside a dark cinema that is equipped with loud sounds and special effects.
It was resolved that more steps should be taken to protect children against such instances and that parents should play a bigger role to this end. The study also found that children were exposed to games (video games and other) that were not appropriate for their . However, there was a sense that the shooting and violence that goes on in games is not on real people, but cartoon characters, unlike in the movies, where the characters are 'real persons'.

Iman Rapetti (MC), Ms Ebelle Okobi Facebook head of public policy, Ms Samantha Woolfe (INHOPE) Foundation and Dr Antoinette Basson (UNISA BMR)
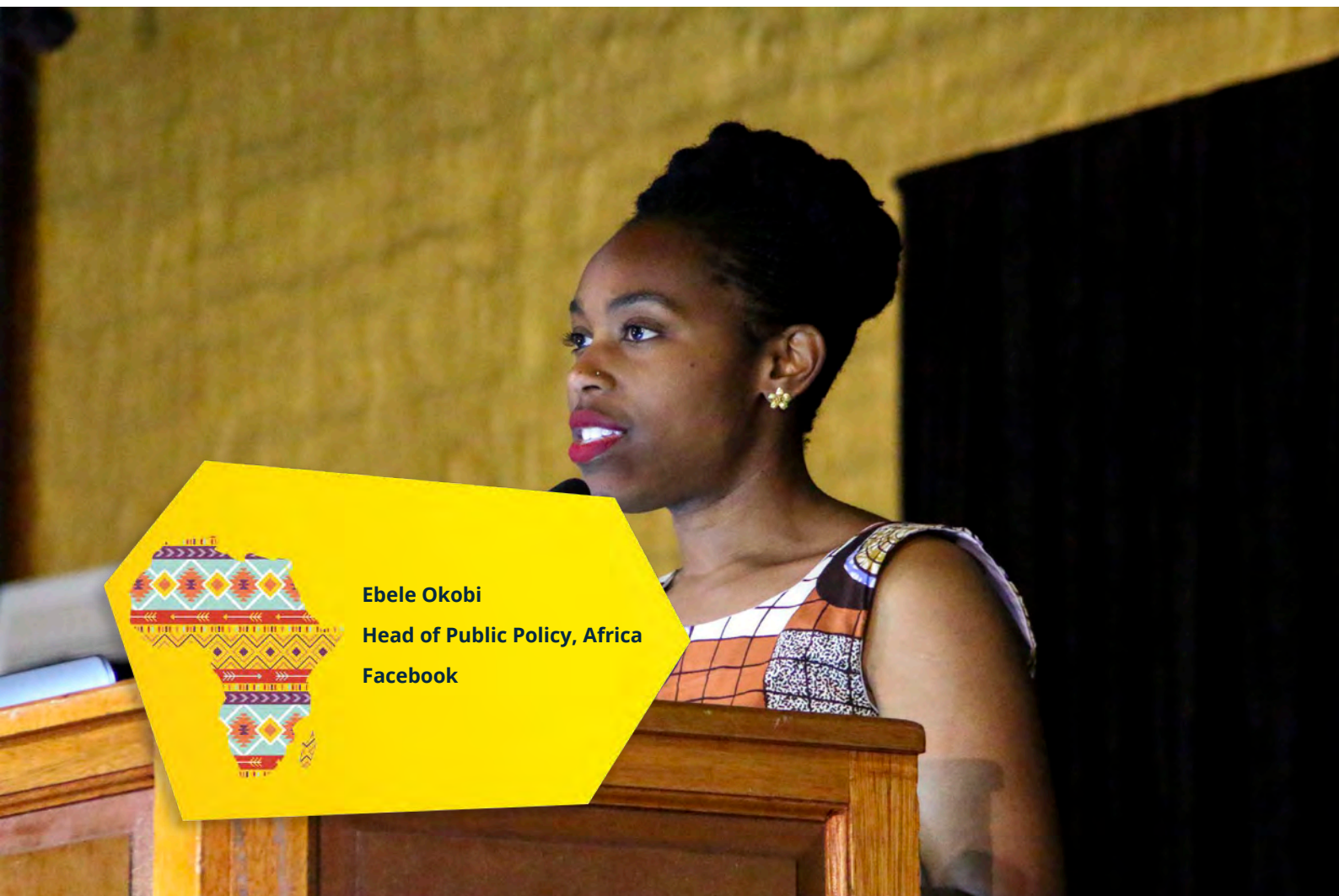
Ebele Okobi

Head of Public Policy, Africa

Facebook

Ebele Okobi is the Head of Public Policy, Africa at Facebook. Her role entails engaging with government, civil society and other policy influencers on shaping Facebook's policy agenda across sub-Saharan Africa. Prior to Facebook, Ebele was the founding Global Head and Senior Legal Director for Human Rights at Yahoo, where she led Yahoo's efforts to address the legal and policy issues related to privacy, free expression and access. Ebele previously worked as a corporate lawyer at various firms in New York, London and Paris.

Ebele was a founding member of the Global Network Initiative Board from 2008 to 2014. She is also a life member of the Council on Foreign Relations, and serves on the advisory boards of Women in Technology in Nigeria and TipHub. She earned a BA in Psychology from the University of Southern California, a JD from Columbia Law School and an MBA Certificat des Études from HEC-Paris.

The Risks of Technology

Obele made us aware that we should not lose sight on the potentials of technology and how critical it is to our children.

"We need to embrace technology and in the process of embracing it we also need to be ware of its risks, while at the same time that shouldn't blind us to some of the benefits.

Facebook is a platform that has risks and also connects people. Without knowing how young people are engaging with technology, we cannot be able to come up with relevant regulations or to address the risks associated with technology."

Child Online Safety

"Child Online Safety is not just about child images related to sexual abuse of children. It is really about what adults do to children online which actually reflect its mule and miller of what society is. Its not specific to platforms but to society. Child Online protection has to broadly include all of the issues related children engaging online. Vast majority of those issues again is really related to how children understand technology, the decisions they make in terms of how they engage online. Giving children the tools they need to engage safely online is the major thing that Facebook focuses on. Facebooks's mission is to give people the power to connect and it is a powerful tool to keep government accountable."

How Facebook thinks about Cyber Safety?

Facebook thinks about safety in terms of 5 tools, namely;

1.   Policy

"The policies govern how people communicate and interact on Facebook. These policies cover things like direct threat, self-harm and violent groups. If it is dictated that a group is violent it is removed on Facebook."

2.   Tools

"Facebook is giving people tools to solve problems."

3.   Partnership

"Facebook partners with organisations across Africa to work on issues of online safety and inform how we engage."

4.   Help

"Facebook ensures that people get help in every step of the process to connect to Facebook"

5.   Feedback

"It is important to have feedback on how people are using the platforms. Facebook has a zero tolerance on child pornographic content. Nudity is not allowed, if dictated it is taken down immediately. The only exception we make is in case of violent content that is intended to educate the public about what is happening in one's community."

ROUND TABLE DISCUSSIONS

From Censorship to Content Regulation

The session was dedicated to the past Chief Executive Officers (CEO's) of the FPB, tracking how the organisation changed over the years from its inception in 1994 to where it is in 2015.

Each panellist presented on the highlights and challenges they faced during their term of office. The FPB will be celebrating 20 years of existence in 2016, the session painted a picture of how the organisation has grown and changed from a censor board to being a classification authority. The discussions raised the following key issues:

At inception, under the leadership of Professor **Kobus Van Rooyen**, the organisation was operating as a censorship Board.

- With the inception of a democratic government, the Film and Publication Act was enacted in 1996.
- **Dr. Nana Makaula**, the then CEO, had to interpret the legislation and ensure its practical application.
- She created an organisational structure which was later capacitated by the new CEO who took over.

Ms Shokie Bopape gave an account of her tenure which included:

- The review of the legislation to accommodate the internet. During that period the internet was introduced to the country and to the world as a tool for communication, so FPB had to ensure that the legislation addresses the change.
- She also saw a need to find international partners who would assist the FPB in the prevention of the creation and distribution of child pornography through the internet.
- Engagements with INHOPE were initiated
- She highlighted that the membership fees of INHOPE at that stage were very high and prohibitive for a small organisation like FPB.
- Her plea and way forward was, for INHOPE to review its fee structure in the near future, so that it opens doors for other African countries who do have the needs but cannot afford.
- She emphasized that the relationship with INHOPE is critical in ensuring a global network that works together to prevent global distribution of Child Sexual Abuse Material.

- The appeal against the classification of "the Spear".
- The challenge by industry on the rating of the film "of Good Report".
- She confirmed that the organisation gained media traction and became known and noticed during her term.
- She had utilised the publicity to reach out to schools and communities in robust public education and awareness campaigns around the work of the FPB.

Ms Yoliswa Makhasi opened her speech by highlighting the media controversies during her term. The issues were:

Mr Themba Wakashe indicated that a few days after joining the organisation, he had to present an award at the South African Films and Television Awards (SAFTAS) for the infamous "of Good Report".

- He confirmed that at that stage, the FPB was and it still is viewed as a censorship Board.
- He emphasized on the need to intensify public engagements to let the public know that the FPB is not a censor board.
- Challenges to be faced during his term include the review of the legislation to accommodate online content distribution.
- To get industry to understand that the Online Regulation Policy is not meant to harm businesses but to ensure that content is properly regulated.

The CEO's session succeeded in its objective to illustrate how the FPB has evolved through the years. The challenges faced, the limitations brought by legislation and how each of the leaders responded. The FPB, will be celebrating its 20-year anniversary in 2016, the session serves as the basis that gives an account of the journey, the challenges as well as the positives that the organisation endured over the years.

Iman Rapetti; CEO's of FPB - Professor Kobus Van Rooyen, Dr Nana Makaula, Ms Shokie Bopape, Ms Yoliswa Makhasi and Mr Themba P. Wakashe

CONTENT REGULATORS ROUNDTABLE
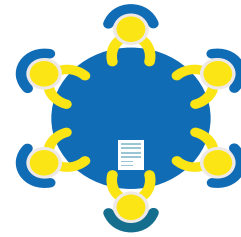
The Need for Content Regulation

1 The need to focus on growing the local content industry in South Africa as it is a potential source of jobs and an accelerator for the South African economy;

2 It is impractical if not impossible to classify all content; regulators must be prudent that any measures introduced does not have unintended consequences in limiting the growth of the South African local content industry;

3 The South African Communicators Forum (SACF) strongly urged that before the Films and Publications Board Amendment Bill is introduced to Parliament a public participation process should be undertaken;

4 Given the convergence within the ICT Industry it is an anomaly that content broadcast over the internet will be regulated by the Films and Publications Board while content broadcast over terrestrial and satellite be regulated by ICASA.

5 With regard to Child Sexual Abuse imagery everyone has a part to play to rid the country of this scourge. It is a criminal offence and there are several criminal and other tools and instruments already in place.

The regulators forum concluded the session by highlighting that in September 2015, the South African ICT Industry Association Forum (SAIIAF) was launched. This forum included the Fibre to the Home Council, IITPSA, ISPA, NAB, ISOC Gauteng, SACF, WAPA, WASPA and others. The forum had made a commitment to reduce the fragmented approach in addressing challenges faced by the industry.

The ICT industry forum will afford industry players a platform to collectively generate common messages on the issues of general concern. In this regard the SAIIAF has committed to developing a Consumer Digital Literacy Education Programme which will focus on increasing digital literacy and harmonisation of efforts to combat online child exploitation. The SA ICT industry forum further expressed the need to engage with the Films and Publications Board on industry tools that have been created to combat online child sexual exploitation; and seek advice on how to make these tools more effective.

Content Regulators roundtable - The need for content regulation

"The ICT industry forum will afford industry players a platform to collectively generate common messages on the issues of general concern"

SUMMARY OF ISSUES DISCUSSED

Digital Literacy and Universal Access

There are too many people in Africa who do not have access to effective digital literacy. Digital literacy and access, remain crucial success factors in all efforts to ensure cyber safety, child protection and classification. Efforts to regulate and put mechanisms to curb child abuse in place cannot succeed unless they occur in an environment where all key stakeholders are empowered. Parents, guardians and the children themselves, should be equipped with the relevant knowledge and tools.

Present, interested and responsible parenting

Participants noted the rising phenomenon of 'e-parenting'. That basically means parents being equipped with appropriate tools to keep their children safe on the internet. However, it now has a wider scope to include parenting with the use of technology and distance parenting. The conference deliberated deeply and came up with concrete suggestions on how to ensure that parents and guardians remained in touch and actively participate in the upbringing of their children. This is in light of the fact that with the era of fast moving technological advancement, children are susceptible to exposure to harmful content on the internet and their mobile phones. It transpired during deliberations that a majority of children are overly exposed, unsupervised, to inappropriate content as they watch television, play games and visit cinemas.

Individual responsibility

Whilst the state has put in place mechanisms to curb the proliferation of inappropriate material and stem the tide of child abuse across society, the ultimate responsibility to ensure eradication of harmful behaviour, rests with the individual persons. Each must play their part to contribute to the greater scheme of things.

Unpack Data to people

The conference resolved that there should be increased media presence, sustained public awareness campaigns to unpack data generated by internet companies on trends of child abuse, and inappropriate content, to ensure that the issues remain front and centre in the minds of vulnerable and high risk communities.

The family dynamics and social strata of South Africa

The breakdown of the core family unit also presents a challenge to the continent and exposes children to vulnerability. Due to several factors society is confronted with child headed families, single parent headed families and the old and aged headed families. The custodians in these settings may be too busy with the business of survival, or lack of knowledge on how to pay particular attention to what children are exposed to. The conference resolved that robust regulatory regimes in different countries across the continent was crucial. Also, having services aimed at helping vulnerable children, coupled with effective law enforcement systems with heavy jail sentences for perpetrators, were deemed appropriate measures to stem the flow of this problem.

Prohibitive costs of setting up Hotlines

Prohibitive cost of joining INHOPE was discussed. It was resolved that INHOPE should consider ways to assist countries meet these costs. Another suggestion was for FPB to tap into its existing infrastructure and resource capacity to help start pilot projects across participating countries. The countries can then take over, as and when they have built adequate capacity.

DAY 2

Africa's Digital Boom: A focus on Africa's ICT growth

OPENING PLENARY

The theme of Day 2 of the conference was titled: **"Africa's Digital Boom: A Focus on Africa's ICT Growth and focused on Africa's Growth in the ICT Sector."**

Discussions revolved around who connects to the internet, what they use it for, and tools that are available for the protection of children. The main types of online child abuse involve child pornography, sexual abuse, child trafficking and child labour. Poverty was identified as a major driver, followed by family violence, socio-economic factors, peer pressure, drug and alcohol abuse. The session focused on how technology has changed the way people live. Technology has brought with it innovation and new ways of doing things, while at the same time it is being used by predators to harm children and the vulnerable.

The points raised by various speakers highlighted that there are more perpetrators of child abuse working internationally who travel from country to country. The recommendation was that all agencies that deal with child rights must share knowledge, research findings, skills and capacity in order to present a united front/approach in fighting the scourge.

The common thread is that challenges that are faced in any part of the world, will be similar to those faced or being dealt with in another. Whilst solutions cannot be entirely uniform, there are commonalities that can be pursued for best international practice.

FPB Council Member, Mrs L.U.Z Rataemane posed pertinent questions regarding parenting in the fast changing technological era. She further stated the following facts;

- Key stakeholders must continuously explore sustainable ways to curb the proliferation of illegal content online taking into account how easily this is available to children.

- The need for stakeholders to interrogate these issues and suggest sustainable solutions and interventions.

- The internet has now become a medium for children, with 70% of children in the 5 to 15-year age group having access to tablets and a third of this percentage having their own tablets. She explained that this is further exacerbated by parents who overcompensate for their absence by buying their children expensive technological gadgets.
- A multi-stakeholder approach between Regulators, ISPs, Content Generators and consumers remains a crucial success factor. Education and public awareness on policy, legislation and available tools to protect children must be increased.
- Things are not what they seem when it comes to online child abuse, child exploitation, online sexual abuse and trafficking of children. Therefore, interventions must be innovative, dynamic and timely, if society is to stay ahead of the machinations of offenders and criminals.
- Delegates acknowledged the challenges of e-parenting as espoused during the Action Lab on "Connecting our children in a digital world – dangers and possibilities" at the Global Forum held in Pretoria last month. It is crucial to empower parents and children about the use of technology and to identify risks and threats and how to respond timeously and effectively.
- The creation of safe online environments for children was no longer a matter of choice, but that of survival in society. There are concrete research findings that prove that the internet/social media facilitates child trafficking, as it is the main mode of communication for offenders and perpetrators as it is very fast, borderless and easily accessible.

One of the major challenges faced by the FPB, is that there is no limit to what is shown on broadcast platforms. Broadcasting stations themselves are no longer the ones that decide what is watched or put in the public domain. This then makes the work of the FPB difficult, as some of the material that is out there may not be appropriate to those watching it.

Mr Themba Wakashe
CEO of FPB

PRESENTATIONS

Creating safe online environments using mobile services: an industry approach

The Presentation was made by Mortimer Hope, Director: Global Systems for Mobile Association (GSMA). He explored the growth of ICT in Africa through the use of mobile phones and what needs to be done to curb children sexual abuse. He further added that;

- It is difficult to legislate digital media as it is changing every day.
- GSMA in collaboration with the University of Pretoria has launched a 14-day course for parenting in the digital era. The course is yet to be accredited. It is one of the interventions towards the improvement of Digital Literacy.

Identifying and responding to Child Sexual Abuse Images

Ms Catherine Mbengue of End Child Prostitution, Child Pornography and Trafficking Children for Sexual Purposes (ECPTA) presented on the topic: "Identifying and Responding to Child Sexual Abuse Images". She noted that whilst the internet remains one of the most powerful and useful inventions of our time, it is a platform where children exercise their rights and is where they also face and come across excessive danger as they interact with different people (the majority of which they do not know) on a daily basis.

The UN has added impetus on the need to protect children by including the matter as part of the Sustainable Goals. ECPTA has over the years viewed or recognised violence against children online as a development strategy in which governments and different stakeholders including society has a mandate to:

- Fight violence against children.
- Eliminate all forms of violence against children, exploitation and trafficking of children especially girls.
- Eliminate all forms of child forced labor, forced marriages, modern day slavery and child prostitution.

Other matters that arose during the second day of the conference which require a multi-pronged/multi-stakeholder approach include the commercial impact of internet technology and its importance to the economy of a country.

The most pronounced aspects included:

- Digital migration not just happening in scope but also in nature. Digitalization is rapidly increasing and there are new and faster devices being used.
- The two aspects of economics which are micro-economic and macro-economic aspect and the effect of E-commerce and digital media on GDP.
- How cell-phones have now become a necessary expenditure.
- Many people in Africa have internet access through phones than computers
- All stakeholders, i.e. corporate, government, service providers must join forces in trying to bring more effective policies.
- Legislation seems to be always following in the footsteps of technological advancements.

ICT as a tool of Development

Ms Chenai Chair, representing the ICT research institute provided an analysis of how ICT can be viewed as a tool for development. Key issues covered include:

- Information technology has brought changes to how we interact, it influences economic growth and streamlined business practices.
- ICT serves as an enabler of the achievement of the Social Development growth plans.
- It has reduced transactional costs.
- It leads to better informed citizenry.
- ICT has contributed to economic growth and job creation.

- Lack of investment/competitive or affordable backbone.
- Size/quality of infrastructure/ bandwidth.
- High costs/price of access to communication mediums.
- Effective regulation/weak institutional arrangements.
- Beyond access - Human development:
- Income.
- Education.
- Skills

The presentation highlighted some of the major barriers to the growth of the ICT sector, which included:

The presentation shared insight on how the ICT industry contributes to social and economic development. The challenge faced by South Africans is the high cost of data as compared to other developed countries.

Mr Lulamile Mohapi from Phila

Interactive made a thought provoking presentation titled: "**Opportunities and challenges for new entrants in the digital economy"**. Key points noted included:

- Open Innovation: Working Example (City of Tshwane).
- Support for the Innovation Hub.
- The contribution to social and economic development that will be realized. through the Gauteng Innovation and Knowledge Economy Strategy.
- Business Accelerators are doing a good job, if only they can "Accelerate" on funding.
- Entrepreneur/ Pitching Competitions.
- Start Up Communities.
- Enterprise Supplier Development Programmes.
- The need for disruptive innovation to improve the ICT market and encourage innovation.

DAY 3

Content Classification in Southern Africa

Back Row: Mr Nicholls (Board member), Mr S Risiba (Chief Operations Officer), Mr M Ditlhake Officer)

Front Row: Ms P. Kadi (Shared Services Executive), Sir John Carr OBE (Keynote speaker), Catherine Mbengue (Minister of Communications, Mrs N. Skeepers (Deputy Chairperson of the Board),
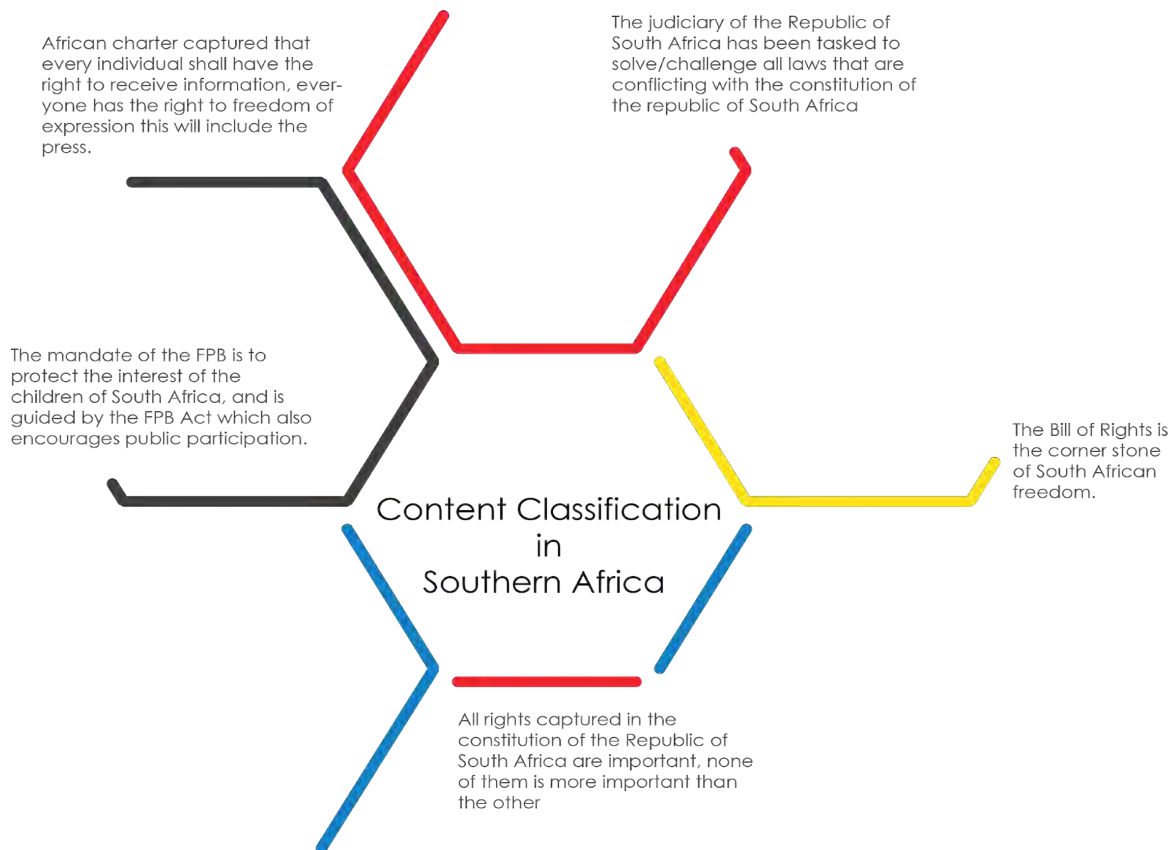
(Board Member), Advocate L Nevondwe (Board Member), Mrs V Van Dyk (DA), Mr T Wakashe (Chief Executive

(ECPAT International Coordinator), Mrs NTF. Mpumlwana (Chairperson of the Board), Minister Faith Muthambi
Mrs L. Rataemane (Board Member), Mrs S Van Schalkwyk (ANC),   Mr M Rembulani (ANC)

Day three started with a short plenary session which was followed by four parallel sessions. The theme of the discussions on the day was **"Content Classification in Southern Africa"**.

Discussions on the day focused on the classification of online content, films, games and publications (legislation platform specific), the prevention of the use of children in and the exposure of children to pornography. The morning session raised some important points which gave a way for some exciting discussions between the presenters and the delegates from various stakeholders including visitors and guests. The positive tone for the day was set by Adv. L Nevondwe, FPB Council Member who made the following observations in his opening remarks

African charter captured that every individual shall have the right to receive information, everyone has the right to freedom of expression this will include the press.

The judiciary of the Republic of South Africa has been tasked to solve/challenge all laws that are conflicting with the constitution of the republic of South Africa

The mandate of the FPB is to protect the interest of the children of South Africa, and is guided by the FPB Act which also encourages public participation.

The Bill of Rights is the corner stone of South African freedom.

Content Classification in Southern Africa

All rights captured in the constitution of the Republic of South Africa are important, none of them is more important than the other

Advocate L. Nevondwe

FPB Council Member

PRESENTATIONS

Content Classification in Film and Media

Prof. Jyoti Mistry of Wits University followed with a presentation on "Content Classification in Film and Media" in which she highlighted that there is an extreme narrative of women represented as victims which to a large extent tends to destabilises women. She added that debates on banning of films ensure that films do not reinforce gender prejudice.

Content Classification in the Digital Age

Mr Dirk Bosman, Director Operations: Pan European Gaming Information (PEGI) gave a spirited presentation on "Content Classification in the Digital Age".

He highlighted the fact that self-regulation can only work if independent and objective. He further stated that a survey conducted in Europe found that children are fascinated by digitisation and do not really face the world. He said the survey found that children start to face the real world at the age of 11 – 13 and parents must try at all times to expose children to a life away from digitization like regularly visiting zoos. He highlighted below facts:

- That PEGI mostly deals with games classification.
- It has implemented a self-regulation and co-regulation model that allows for the release of provisional classification decisions.
- There is an online questionnaire (with 36 questions) that the distributor completes at the end of which a provisional classification rating is released
- This is meant to assists distributors to market products in time; considering the fast paced distribution of digital content.
- He highlighted that this model can only work if it is independent and objective.
- He further stated that a survey conducted in Europe, found that children are fascinated by digitisation and do not really face the world.
- He said the survey found that children start to face the real world at the age of 11 – 13 and parents must try at all times to expose children to a life away from digitization like regularly visiting zoos.
- Looking at the next five years, the question that regulators will be faced with, is that of the virtual reality which is said to be the future content distribution mode
- He indicated that regulators will have to evolve and be able to change the way they regulate content.
- He highlighted that PEGI in the United Kingdom (UK) has legislation that recognises PEGI.
- The organisation has observed over the years that ratings remain stable.

Mr Bosman, made a second presentation on the International Age Rating Coalition (IARC) model, which is a global rating tool that primarily deals with games and apps. The system makes provision for application of own regional values and standards and adapts to local ratings. IARC has reviewed its questionnaires and has recently released and implemented version 6.5.

To ensure that IARC members adhere to the rating standards and that they comply, there are random checks conducted particularly on top downloads. They cater for rating check requests from developers. They also act on consumer complaints or questions. If the backend check-ups, produce a different rating, IARC notifies the rating agency and has an overwrite functionality in the system. The following key points were noted:

1. IARC generates its revenue from annual licensing fees paid by participating members
2. The benefits of the IARC regulation model includes:
- scalability
- standardisation
- localisation
- independent
- trusted
- and verified

Mr. Bosman further indicated how that consumers stand to benefit from the IARC model:
- IARC is system that is well recognised and trusted internationally
- It meets expectations on what is typically "age appropriate" across regions
- The system provides deeper information
- It makes parental controls more effective

He also outlined how the system benefits Developers:
- It is fast
- No cost
- easy to use
- streamlines the process for obtaining ratings from different regions

PARALLEL SESSIONS

Mr Tobby Dagg from the Australian Office of the Children's e-safety commissioner, started his presentation by indicating that the Australian Communications and Media Authority (ACMA) is now part of the e-safety commissioner within the Australian government. This merge is an attempts to streamline and create a one-stop shop for e-Safety, cyber bullying and investigation. The office has inherited ACMA's online content classification. He highlighted how the Australian deal with content classification:

- They do accreditation for educational safety programmes, which are aligned to the curricula.
- They provide education resources and accreditation
- They have a classification framework that is largely aligned to that of the FPB example is the symbol and age rating for adult restricted material, they use R18 while FPB uses X18.
- He indicated that the law prohibits online distribution of R18 material, the applicable legislation is the broadcasting Services Act.
- In terms of the legislation, industry has to develop safety tools, have codes of conduct that are periodically updated.
- Illegal content is referred to the police.

The office acts on public complaints regarding Child Sexual Abuse Material, content that promotes terrorist acts, Peer to peer generated content. The organisation still maintains its INHOPE membership and uses the network to ensure prevention of the use of internet to harm children.

He further indicated that the organisation has investigation capacity. Complaints have to be submitted in writing, indicating the illegal website's address. The Australian law enforcement agencies act on the complaints once investigations have confirmed illegal activity.

On the classification of content, they have a classification questionnaire tool that the distributors use to rate the material. The tool allows for quick turnaround times and the provisional classification decisions can be used to market the film.

Even though there is provision for the use of provisional classification decision, the requirement is that, classification still has to be done through the classification Board.

Doctor Leo Pekkala made a presentation on the Finish Media Education and Audiovisual Media Institute (MEKU) that has been in existence since 2012. He made the following key points:

- The regulation of content is informed by the legislation that promotes provision for platform neutral classification.
- Same classification standards are applied for all formats of media.
- For web-based platforms the software creates output of decisions.
- Database of classification decisions is made available to the public.
- The public have complaints mechanisms that allow them to request for re-classification.
- Co-regulatory provisions - MEKU and Industry.
- 250 independent classifiers trained and certified by MEKU, and their certificates are valid for 5 years.
- Once the 5 years lapses, the classifiers are required to go for re-training
- Classifiers are legally bound and have to apply classification standards independently, and not allow industry to influence decisions.
- Same standards and symbols of PEGI
- Classification is done by industry; the board generates revenue through selling the training (distributors buy the service).

MEKU's role is:

- To monitor adherence to classification standards.
- It conducts verification by taking samples to test compliance.
- If sampled content does not fully comply, the material is subjected to re-classification.
- Uses public feedback to gauge the level of compliance or non-compliance.

Dr Pekkala further indicated that the system comes with own challenges, namely:

- Convergence of media.
- Illusion of protection.
- Middle-aged, middle-class, highly educated values predominate.
- Lack of parental control tools.

The solutions to the challenges depend highly on media education. The objective should be to empower and not to instill fear. MEKU does not support commercialised protection, industry should make filtering tools freely available. MEKU co-ordinates campaigns to educate and create awareness. The media Industry, NGO's and Government participate jointly in these campaigns. These include media literacy for schools (research on these available on MEKU's website). There is an educator's handbook. MEKU makes available online the following:

- Media literacy programme.
- Self-regulation tools by industry.

Dr Leo Pekkala Deputy Director of the National Audiovisual Institute of Finland and as the Head of MEKU

PANEL DISCUSSION

Content Classification in Africa

The highlight of the day was the presentations on content regulation by countries within SADC. The presentation from different countries within the region demonstrated the different content regulation processes applied by each country. The approach differed from one country to the other which confirms the urgent need for a uniform approach within the region on media content regulation. The presentations, further highlighted the shortcomings experienced in regulation of online content.

PLENARY

There was a lot of interest shown by delegates, who all agreed that Child Abuse through inappropriate content from the internet was a topical issue which must be addressed through a multi-stakeholder approach. According to the FPB child pornography is defined as "any image or description of sexual conduct involving persons under the age of 18 years".
Certain online behaviours make youth vulnerable to seduction by online sex offenders.

These include sending personal information to unknown people and talking to unknown people about sex. These interactive behaviours appear to carry more risk than posting personal information or maintaining social networking sites. Further, youth who engage in a high number of different risky online behaviours (for example, having unknown people on a buddy list, seeking pornography online, using the Internet to harass others) were also more at risk.

INPUTS FROM THE FLOOR

Some of the main points raised from the floor include:

Discussions about children who post inappropriate pictures and content of themselves or their peers in social media platforms. The delegates agreed that families, particularly parents and guardians should take a keen interest and be involved in keeping abreast with what their children are doing on the internet. This, the conference agreed, was part of the life skills impartation and provision of knowledge and tools that children and parents should be exposed to on a continuous basis.

Discussions about how it is important for parents and guardians to understand the stance of FPB regarding child abuse. Any person who knowingly makes available or in any way distributes or causes to be made available scenes of child pornography shall be guilty of an offence.

Discussions and cautioning of parents and guardians against the tendency to post pictures of children, particularly nude pictures, as these can be stolen and circulated among perpetrators of child abuse and pedophilia, who may use them to fulfill their nefarious ends.

Definitions of and terminology of child abuse as it relates to pornography. Delegates found that unlike in the past before the proliferation and mass use of the internet, the majority of victims of internet-related sexual crimes are children under 12 years of age, Delegates also found that this group is more likely to have post-traumatic stress disorders.

Institutions were also encouraged not to put business interests before the protection of children. Collaboration among social partners was seen as a crucial success factor.

Consensus that parents, guardians and caregivers should be clear about why sex with underage adolescents is wrong. Delegates agreed that messages should reinforce norms and counteract media that present sexualised images of youth. Offenders and potential offenders need to hear a clear message that non-forcible sex with underage adolescents violates the social responsibility adults have toward youth for objective mentoring and custodianship.

Animated debate on whether the criminal justice system was adequate to deal with child abuse and pornography. Representatives of the SAPS indicated that whilst the entire organization was equipped to deal with issues of child abuse, there were specialized units set up across the country to prevent, identify and address such cases. However, it came out strongly during discussions that the ideal situation is not to prosecute children who are found to be perpetrators.

The delegates saw that child behavior may be erratic and influenced by deviant social behavior such that they may engage in such activities as childhood naivety and/or experimentation. The long-term effect of prosecution on the child may be dire as they may have a criminal record which could completely shut down their prospects of prosperity in life. Emphasis was placed on rehabilitation, mentoring and support.

Parents and guardians were also encouraged by delegates to be more open and tactful and discuss issues around sexual relations, pornography and child abuse with their children. This, in the long run eliminates the chances of misinformation, wrong experimentation and negative peer pressure. There were however, some concerns from the floor that there may be too much emphasis on sexual content. Nevertheless, the overall consensus was that all channels that encourage positive behavior should be followed and that society should be proactive.

Encouragement to the FPB to continue engaging stakeholders across the spectrum of society to promote education and awareness on issues related to cyber security and how pedophiles and other perpetrators of child abuse operate.

They agreed with research outcomes which concluded that finding developmentally appropriate prevention strategies that target youth directly and acknowledge normal adolescent interests in romance and sex are needed. These should provide younger children with awareness and avoidance skills, while educating older youth about the pitfalls of sexual relationships with adults and their criminal nature.

The media fraternity was lauded for its role in disseminating information about cases and instances of child abuse. However, some of the media practitioners appealed for cooperation with institutions that were at the coal face of the issue regarding sourcing of information. It was agreed that a balance should be struck between reporting on cases of child abuse and encouraging the 'copycat' syndrome.

Compilation of a database to assist law enforcement agencies. It is worrying that the numbers of crimes are increasing and the victims and perpetrators are getting younger and younger. To that end, participants felt that more emphasis should be paid on knowledge, policies/regulations, technology and collaborative engagement among stakeholders. Delegates also highlighted the crucial nature of psychological characteristics of internet offenders, and the linkages between viewing indecent images of children and contact sexual abuse.

SADC was encouraged to continuously develop strategies to deal with these issues.

Various participants from the floor urged parents and guardians to be circumspect about posting pictures of their children or surrogates on social media platforms as this can result, at times, in embarrassment for the children.

> **Parents and guardians were also encouraged by delegates to be more open and tactful and discuss issues around sexual relations, pornography and child abuse with their children.**

CONFERENCE RESOLUTIONS

1. Digital literacy and universal access remains a crucial success factor. There are currently too many people in Africa who do not have access to effective digital literacy and access. These remain crucial factors in all efforts to ensure cyber safety, child protection and classification.

2. Parents need to play an active role in the cyber activity of their children. They need to be present and understand their children's consumption of media products and trends thereof. This therefore means that parents and guardians need to be empowered with appropriate tools and knowledge in order for them to play a more effective role in the cyber activity of their children.

3. There is need for a synergised classification system that covers content across all platforms.

4. The internet is not all bad. There are a lot of good things on the internet that are useful for social, economic and political advancement. Most of the children have a positive experience on the internet. Stakeholders and users must just beware of the threats within the platform though.

5. Prosecution alone is woefully inadequate. Internet Service Providers also have a crucial role to play in ensuring deterrence and prosecution of offenders. More societal interventions are required, such as public education to ensure enforcement at the household level. ISPs must be encouraged to use these tools to identify offenders.

6. Prohibitive cost of joining INHOPE was a challenge. INHOPE should consider ways to assist countries meet these costs. Another suggestion was for FPB to tap into its existing infrastructure and resource capacity to help start pilot projects across participating countries.

7. It is imperative that the resolutions and suggested interventions taken in this conference are implemented. FPB and all key stakeholders must come up with a concrete plan of action.

8. There are more perpetrators of child abuse working internationally who travel from country to country. All agencies that deal with child rights must share knowledge, research findings, skills and capacity in order to present a united front/approach in fighting the scourge. The common thread is that challenges that are faced in any part of the world will be similar to those faced or being dealt with in another. Whilst solutions cannot be entirely uniform, there are commonalities that can be pursued for best international practice.

9. Young people learn, work, play, communicate and create communities in ways that are completely different from those of their parents. These children may then be at risk from dangers such as premature exposure to pornography, being used by paedophiles and child traffickers. "The question we are asking today is what is Africa's response to the digital boom?"

10. The ICT sector has to partner with governments, corporate sector, NGOs and other civil society entities to implement public education and awareness campaigns on safety tools that they have developed and continue to develop, to protect children.

11. For any public policy we need to ensure robust public input and participation to ensure effective buy in and ownership of the final product by the wider society. It is imperative to involve all key stakeholders in the development of public policy and or legislation since this enriches the final product and creates conditions of mutual trust and cooperation. These results in all stakeholders' enhanced willingness to ensure implementation, protection and success of interventions.

12. A multi-stakeholder approach between Regulators, ISPs, Content Generators and consumers remains a crucial success factor. Education and public awareness on policy, legislation and available tools to protect children must be increased.

SUMMARY AND WAY FORWARD

The delegates at the FPB conference agreed that the internet remains one of the most powerful and useful inventions of our time, it is a platform where children exercise their rights and it is also where they face and come across excessive dangers. It was symbolic that delegates set the tone of the conference by singing the AU Anthem. This demonstrated a commitment by African countries to collaborate on interventions and initiatives to ensure an African approach to cyber safety for all.

THE SADC MINISTER'S FORUM

To ensure that the South African Development Community (SADC) participates actively in finding a regional solution to the challenges brought by easy access to digital/ online content, the SADC Ministers forum recently made note of the challenges and took a decision on how the region should handle the matter. The Chief Executive Officer of the FPB, Mr Themba P. Wakashe was part of the South African delegation to the meeting of SADC Ministers responsible for Public Information which was hosted in Maseru, Lesotho on the 23-27 November 2015. The following challenges online child protection were noted:

1. The protection of child on the digital space, is the greatest challenge facing the region and the world.
2. The growth of social media and other non-traditional content generation platforms are having a direct influence in the dissemination of information and consumption thereof.
3. Classification of content within the African continent still remains a challenge.

Ministers further noted that management of the digital platforms cuts across different mandates, therefore each sector will have to provide leadership and ownership of the specific segment for the benefit of the bigger ecosystem. The development of a SADC online content classification and compliance monitoring framework for digital/ online content is quiet critical to assist member states to individually adopt the model guidelines into their national policies and regulations. Partnership between national and international regulators on cross border regulations is also key to combat challenges brought by easy access to digital/ online content.

In light of the challenges faced by member states, the Ministers directed SADC secretariat to develop regional Guidelines on Content Classification and Management and submit it to their next sitting. The SADC Ministers' position on online child protection, is exactly what FPB was aiming to achieve through the conference. It is therefore a significant milestone for South Africa and FPB.

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ANNEXURE

12 October 2015
Theme: Stolen Innocence – how to protect children in the digital age
Program Director: Ms Iman Rapetti

DAY 1

REGISTRATION
07h30 – 08h45 All Delegates

Opening Ceremony

09h00 – 09h05:	Singing of South African National and African Union Anthems
09h15 – 09h25:	**Opening and Welcome:**
	Mrs T. Mpumlwana (FPB Council Chairperson)
09h25 – 10h00:	**Welcoming Address:**
	Minister Faith Muthambi, MP

TEA BREAK
10H00 – 10H15

10h15 – 10h30:	Objectives of the Conference
	Mr. Themba P Wakashe (FPB CEO)
10h30 – 11h30:	Key Note Address - Global Responses to Online Child Abuse Images and the contribution of the internet to the commission of crime:
	Mr. John Carr, OBE (ECPAT)
11h30 – 12h00:	Possibilities for Africa
	Mr. Thiago Tavares (INHOPE Foundation Chairperson)
12h00 – 12h30:	Creating safe online environments using mobile services: an industry approach
	Mr. Mortimer Hope (GSMA)
12h30 – 13h00:	Impact of Media Material on Children
	Dr A. Basson (UNISA BMR)

LUNCH
13h00 – 14h00

Moderator: Iman Rapetti
CEOs Roundtable

14h00 – 15h00:	**From Censorship to Content Regulation**
	Prof. K. Van Rooyen
	Dr. Nana Makaula
	Ms. Shoki Bopape
	Ms. Yoliswa Makhasi
	Mr. Themba Wakashe

CONTENT REGULATORS ROUNDTABLE

15h00 – 16h00:	**The Need for Content Regulation**
	Mr. Themba Wakashe (FPB)
	Ms. Nadia Bulbulia (NAB)
	Mr. Phakamile Pongwana (ICASA)
	Mrs. Loren Braithwaite Kabosha (SACF)
	Mr. Dominic Cull (ISPA)
	Mr. Piet Rampedi (SANEF)

TEA BREAK
16H00 – 16H15

Moderator: Ms. Yoliswa Makhasi

16h15 – 18h00:	Identifying and Responding to Child Sexual Abuse Images
Presenters:	Ms Catherine Mbengue (ECPAT)
	Ms Catherine Mbengue (ECPAT)
	Mr. Iyavar Chetty (KINSA)

DAY 2

13 October 2015
Theme: Africa's Digital Boom: A Focus on Africa's ICT Growth
Program Director: Abongile Mashele

08h30 – 08h45:	Remarks: Mrs. L.U.Z Rataemane (FPB Council Member)
08h45 – 09h30:	The New Wave: Who connects to the internet and what do
	they use it for: Dr. Indra De Lanerolle (Head of Network Society Project, Wits)
09h30- 10h00:	Creating safe online environments using mobile services: an industry approach – Mr. Mortimer
Hope (GSMA)	
09h45 – 10h15	"Eleven Unbelievable Truths about Child Sexual Abuse"
	Mr Fredrik Frejme (Netclean CMO)

TEA BREAK
10H00 – 10H15

PLENARY SESSION: UNDERSTANDING THE DIGITAL BOOM

Program Director: Tlale Mokutu

10h30 – 11h00:	Economics of the digital boom:
	Prof. Carel Van Aardt (UNISA BMR)
11h00-11h30:	ICT as a tool of development
	Chenai Chair (ICT Research Institute)
11H30-12H00:	Opportunities and challenges for new entrants in the digital economy:
	Mr. Lulamile Mohapi (Phila Interactive)

LUNCH
12h00 – 13h00

Presenters:	Ms Catherine Mbengue (ECPAT)
	Ms. Gyan Dwarika: **(Manager: Social Work Policy on Child Exploitation -**
	Department of Social Development)
	Brigadier Bafana Linda (SAPS)
	Ms. Dumisile Nala (Childline CEO)
	Ms. Goodness Zulu (UNISA BMR)
	Mr. Mike Sullivan (ICMEC)

Moderator and Discussant Mr. John Carr, OBE (ECPACT)

13h00 – 14h30:	Panel Discussion 2:
	Impact of child exploitation on survivors and their families
	Presenters: Dr. A. Basson (UNISA BMR)
	Mr. Patrick Burton (Center for Justice And Crime Prevention)

TEA BREAK
14H30 – 14H45

PARALLEL SESSIONS CONTINUED

14h45-16h15:	Panel Discussion 3:
	Online Child Protection-Cyber Safety Initiatives

Moderator: Mr. William Bird (Media Monitoring Africa)

Presenters:	Dr. Anne Skelton (University of Pretoria)
	Ms. Patronella Linders (Dept. Telecommunications and
	Postal Services)
	Mr. Dominic Cull (ISPA/WASPA)
	Mr. Fortune Sibanda (Google SA)
	Mr Sipho Risiba (FPB)
	Mike Sheath (Lucy Faithful Foundation)
14h45-16h15:	Panel Discussion 4:
	ICT Security and Privacy of Personal Data-Lessons to learnfrom the Continent

Moderator: Ms Lillian Phahla

Presenters:	Ms. Teki Akuetteh-Falconer (Data Protection Commission Ghana)
	Ms. Pria Chetty (ENDCODE)

08H30-08H45:	Remarks: Adv. L. Nevondwe (FPB Council Member)
08h45-09h15:	African Values, Media Representation and Classification:
	Dr Sara Chiumbu (HSRC)
09h15-09h45:	Female Representation in Film and Media:
	Prof. Jyoti Mistry (Wits University)
09h45-10h15:	Content Classification in the Digital Age:
	Mr. Dirk Bosmans (PEGI)

TEA BREAK
10H00 – 10H15

10h15-11h30:	Panel Discussion 1:
	Content Classification: Lessons Learnt from abroad
Moderator:	Ms Nthabiseng May (FPB)
Presenters:	Mr. Toby Dagg (ACMA, Australia)
	Mr. Leo Pekalla (MEKU, Finland)
10h15-11h30	Panel Discussion 2:
	Social Media Boom- how has social media changed communications and media

Moderator: Ms. Lillian Phahla

Presenters:	Mr. Sipho Risiba (FPB)
	Ms. Loren Braithwaite-Kabosha (SACF)
	Mr. William Bird (Media Monitoring Africa)
13h00-14h30:	Panel Discussion 3:
	FPB Experience- training on content classification in SA

Moderator: Ms. Melissa Dobrovic (FPB)

13h00-14h30:	Panel Discussion 4:
	Content Classification in Africa

Moderator: Mr. Toby Dagg (ACMA)

Presenters:	Mr. Thari G Pheko (Botswana - CRA)
	Mr. Godfrey Itaye (Malawi - CRA)
	Mr. Trailock Babeesing (Mauritius - ICTA)
	Mr. Festus Mbandeka (Namibia - CRA)
	Mr. Themba P Wakashe (South Africa - FPB)
	Ms. Margaret Mudenda (Zambia - ICA)

TEA BREAK
14H30 – 14H45

14h45-15h45:	Way Forward - Ms. Abongile Mashele (FPB)
15h45-16h00:	*Closing Remarks:*
	Mrs. Thoko Mpumlwana (Council Chairperson - FPB)